



RENO ARTS AND CULTURE COMMISSION'S RENO ART FEST COMMITTEE DRAFT MINUTES

DATE: TUESDAY, MAY 8th, 2017
TIME: 5:00 PM
PLACE: MCKINLEY ARTS AND CULTURE CENTER
925 RIVERSIDE DRIVE, RENO, NV 89503

MEMBERS

Geralda Miller (Chair)
Dana Hatjakes
Debbi Engebritson
Michelle Fabiano
Paul Baker Prindle
Zachary Jacoby
Nancy Fennell
Eric Brooks
Lisa Kurt
Lorrie Hellekson

1. **Call to Order** – Meeting called to order at 5:05 pm by Chair Geralda Miller
Roll Call – Present: Geralda Miller (Chair), Eric Brooks, Dana Hatjakes, Michelle Fabiano, Paul Baker Prindle, and Debbie Engebritson (5:12 pm). **Absent:** Zachary Jacoby and Nancy Fennell. Also Present: Alexis Hill City of Reno Arts, Culture, and Special Events Manager
2. **Public Comment** – Lisa Kurt is attending the meeting and is excited to be here.
3. **Approval of Minutes for January 24th, February 7th, and March 7th 2017 Reno Art Fest Committee Meeting** – Motion to approve the April 4th Reno Art Fest minutes by Michelle Fabiano, seconded by Paul Baker Prindle. All in favor, motion approved.
4. **Discussion and possible approval of new members to the Reno Art Fest Committee**
 - a. **Lorrie Hellekson**
 - b. **Lisa Kurt**

Alexis informed the committee that Lorrie Hellekson will be arriving later and asked that we table her nomination until Debbie Engebritson arrives. Lisa Kurt gave some background on her artistic, educational, and professional arts experience. She has also participated in the Art BLAST event in previous years so she is familiar with the event. Eric Brooks moved to approve both candidates, Lisa Kurt and Lorrie Hellekson, seconded by Paul Baker Prindle. All in favor, motion approved.
5. **Discussion and possible approval of the Reno Art Fest 2017 timeline**

Alexis Hill gave an overview of the Reno Art Fest timeline. For the month of May the current items that need to be addressed are marketing deadlines and solidifying sponsorships. Geralda Miller brought up the concern that certain marketing deadlines, specifically publication deadlines, are fast approaching and no one has submitted any press releases to them. Nancy Fennell stated in earlier meetings that she would do a Dickson Realty promotional video, Alexis Hill said she would follow up with her. Eric Brooks is going to provide selected artist artwork to Dana Hatjakes to also make a promotional video for the event.
6. **Discussion and possible approval of the Reno Art Fest map layout**

Alexis Hill provided a map layout that Curtis from CWB Events made of the tent set up for the event. There was a general discussion as to where the beer garden, storage, wine walk tent, etc. would be. It was decided that food trucks would be on the gravel lot closest to Center St. The committee decided that some of the tents should be combined into a section of 8 to prevent a bottleneck effect. The Reno Art Fest Committee tents would be located at the entrance to the Plaza from Virginia St. near the steps and grass area closest to “You should have been there” to have access to outlets and to be able to use the stairs as storage space. Eric Brooks moved to approve map with changes to layout and the placement of the committee tents, seconded by Debbie Engebritson. All in favor, motion approved.
7. **Art Fest Event/Special Reports**
 - a) **Discussion/update regarding artist recruitment**

Eric Brooks had 35 applicants apply to the local call, the Sierra Art Foundation Art Fest committee will be selecting finalists later this week.

b) Discussion/update regarding the event projected budget

Alexis Hill provided the Reno Art Fest budget with current sponsorship allocations and current expenses. The only concern was the opening reception amount of \$600 and if that would be enough to cover everything. Debbi Engebritson supplied a T-Shirt form with colors and the committee decided on a Neon Blue option at 30 count and will be adding it to the expenses. There was a general discussion as to whether a full color logo would be included on the T-Shirt because it will be more expensive, however Debbie Engebritson said she would look into the different prices between a full color option and the plain black logo.

c) Discussion/update regarding the opening reception and committee duties

Eric Brooks told the committee and Sierra Arts Foundation and Art Spot Reno have taken care of all the opening reception responsibilities so committee members should just show up and bring a guest. Eric has already obtained volunteers and hired Magical Marcus for \$50.

d) Discussion and possible approval of the sponsorship form for Reno Art Fest 2017

Michelle Fabiano was able to obtain a \$750 sponsorship from Wells Fargo. The Thornton 2017 commitment has not been confirmed yet. The Pioneer Center has committed \$3000. Alexis Hill said she would reach out to Nancy Fennell because she has been absent at the last few meetings and she said she would be a big advocate for getting sponsorships. Paul Baker Prindle stated that he doesn't feel comfortable approaching certain people because of his professional affiliations. Debbie Engebritson suggested reaching out to Edon and Rad for possible sponsorships.

e) Discussion regarding the marketing, cross promotion, PR, and media needs and materials

Debbie Engebritson and Geralda Miller have been fine tuning the marketing plan and provided a marketing budget. There was a general discussion about a new public radio station up near UNR as well as another public radio station near Reno Bike Project. Alexis Hill brought up the question as to why there is so much money being spent on broadcast. Dana Hatjakes commented that from her experience working with broadcast it is the most expensive and it might be better to spend funds elsewhere to use funds more effectively. Paul Baker Prindle made the comment that if everyone on the committee shared the event we could cover the whole city. The Reno Riverwalk Merchants society will be promoting the event through the wine walk a month before the event. Dana Hatjakes suggested advertising on YouTube and tailoring to specific videos. Lisa Kurt said she's heard a lot about West Elm's YouTube video and maybe we should take a play from their book. Debbie Engebritson requested that we get a bid on how much a YouTube ad would cost. Lisa Kurt brought up that there is going to be a Maker Fair on July 8th and it would be a good opportunity to cross promote. Paul Baker Prindle volunteered to work a booth at that event, Geralda Miller said she would also work a booth because she may not be able to make the Reno Art Fest event.

f) Discussion regarding soliciting volunteers to staff the event

The volunteer form has been created and is already up on the renoculture.com website. Alexis Hill also stated that we will be giving drink tokens to all the volunteers. Lisa Kurt brought up concerns as to where artwork storage would be since the event has changed location. Paul Baker Prindle noted that seasoned festival goers know how to pack up their artwork safely and efficiently for the evening. Geralda Miller stated that we will be holding a training session which will not only include booth set up but will also include how to pack up artwork.

8. Announcements not anticipated at the notice date –

9. **Set Date, Time and Agenda for the next meeting** – Tuesday June 6th, 2017 at 5:00 pm at McKinley Arts & Culture Center
10. **Public Comment** – Eric Brooks made the announcement that at 1:00 pm in front of Whitney Peak Hotel on Wednesday May 10th to announce the Reno Mural Expo to help paint blights around Reno. Geralda Miller added that there will be a mixer at Roundabout Grill at 5:00 pm the same day.
11. **Adjournment** – Dana Hatjakes moved to adjourn meeting at 6:21 pm, seconded by Eric Brooks. Motion carried 6 approved, 2 absent.